

NEWS

FROM THE

Los Angeles County Commission on Human Relations



Office of Media Relations ☎ (213) 974-7654

For Immediate Release: January 21, 2008 For further information, contact Ava Gutierrez:

(213) 974-7654 Telephone/ (818) 317-5516 Cell

Email: agutierrez@hrc.lacounty.gov

L.A. County Youth – We Want Your Songs!

*Los Angeles County Commission on Human Relations Launches **Project One Los Angeles*** -- Aspiring young songwriters (ages 14-18) have an opportunity to combat hatred and write the “soundtrack” for the next generation with the help of award-winning musicians. This major youth campaign is being launched by the L.A. County Commission on Human Relations’ **zerohour: No Haters Here!** program in partnership with the non-profit organization, **Oneness**.

Project: One’s free songwriters’ workshops and trainings will enable talented youth to attend a free songwriters’ workshop and anti-hatred training, giving them the chance to write and perform songs that could lead to a professional recording opportunity and inspire positive change within the community.

Leaders in the music industry, Bobby and IZ Avila aka **The Avila Brothers** will serve as producer mentors for this important cause. These unassuming California natives have composed music for some of today’s hottest artists, including Usher, Janet Jackson, Aretha Franklin, Mariah Carey, Yolanda Adams, Mya, and Toni Braxton.

The program has three phases: The first phase is designed to assist the youth in addressing issues of intolerance with their music through a series of “Music & Dialogue” sessions. **Participants must attend at least one Phase 1 session to apply and qualify for Phase 2. All sessions are free.**

The second phase is the actual Songwriters’ Workshop, where selected students will create songs with award-winning artists and producers to inspire the ideals of understanding, mutual respect and human dignity.

The third phase is the Project: One Concert, featuring music written and performed by participating youth and special celebrity guest artist performances. A panel of diverse music professionals will consider a variety of factors, including response to the songs posted on **youtube.com**. Ten songs will be chosen from the participant teams and their songs will be included on the final Project One CD.

“Too many high school students do not have a safe environment where they can achieve their full learning potential, free of violence, discrimination and prejudice,” says Robin Toma, the Executive Director of the Los Angeles County Commission on Human Relations. “Now, more than ever, we need music that champions racial equality, social justice and ends ignorance. The essence of **Project: One** is encouraging creation of powerful new music that opposes hatred and brings students together.”

For sign up, go to (www.zerohour.com); or visit the Project One My Space page: (www.myspace.com/projectonela), or add zerohour Los Angeles as a friend on Facebook. Participants can register on line at zerohour.com or RSVP to projectone09@gmail.com or call (213) 974-7615. Family, friends and teachers are welcome to attend the free events.

January 24 is the first activity, taking place at the **District Two** venue, the Maxine Waters Employment Preparation Center, located at 10925 South Central Avenue, Los Angeles, CA. 90059. The second session will take place on **January 31** in **District Four** at the Long Beach Rhythm Lounge, 245 Pine Avenue, 2nd Level, Long Beach, CA. 90802. **Registration at each venue takes place at 9:00 AM; Sessions begin at 10:00 AM and continue to 1:00 PM.**

Four sessions will be scheduled for February: The first activity, held on **February 7**, is held in **District Three's** Village/ Ed Gould/Plaza/Renberg Theatre/LAGLC, 1125 N. McCadden Place, Los Angeles, CA 90038. On **February 14**, **Districts 3 & 5** will host the event at the Autry National Center, 4700 Western Heritage Way, Los Angeles, CA. 90027-1462. **The District 1 February 21** event will be held at Cal Poly Pomona, Downtown Center Theatre, 300 W. Second Street, Pomona, CA. 91766. **The final District 5** event will be held on February 28 at Cal Arts Community Arts Partnership, California Institute of the Arts, Bijou Theatre, 24700 McBean Parkway, Santa Clarita, CA. 91355. Again, **registration at each venue takes place at 9:00 AM; Sessions begin at 10:00 AM and continue to 1:00 PM.**